

ABSTRACT OF THE DISCLOSURE

A data transmitter 10 transmits packets each with a sequence number and a priority added. A data receiver 20 detects any packet loss by referring to the sequence numbers added to the packets, and if detecting any packet of high priority as having been lost, requests for packet retransmission. Based on information about thus detected packet loss, the data receiver 20 generates and transmits an RR packet 110 indicating the packet reception state. The data transmitter 10 extracts from the RR packet 110 a packet loss ratio 200, and therewith, changes manners of priority assignment. The manners are so changed that the packet of high priority is found with a lower ratio when the packet loss ratio 200 is high, and when the packet loss ratio 200 is low, found with a higher ratio.